

**Tourism Board Meeting
December 16th, 2004
City Hall Board Room**

Board Members Present: Lawrence McFall, Phil Mays, Tim Mantooth, Anne Moore, Jimmy Farlow, Dale Castiglione, Anil Patel and Laurie Moran

Others in attendance: John Gilstrap, Tish Lindsey, Rosalee Maxwell, and Kevin Costello

Phil Mays called the meeting to order.

Phil asked for a motion to have the minutes approved. Laurie M. moved to have the minutes approved. Lawrence M. seconded.

Committee Reports:

Communications Committee: Laurie M. presented the communication committee report. The committee (Laurie, Phil, Rosalee and Kevin) was joined by Libby O'Neil, Cindy Purdue Moore and Chuck Vipperman. They discussed the action plan developed by the committee during their last meeting. The committee decided that there was a need to develop "key messages" that the Tourism Board would need to communicate to the public and other stakeholders in order to help develop understanding and awareness. The group will meet again to define these "key messages" and develop a plan to get these messages out through the appropriate media.

Historical Committee: Kevin C. presented the historic committee report. The committee (Lawrence, Dale and Kevin) met and put an action plan together based upon goals that were identified by the group (see attachment). The committee had a second meeting that was attended by Phil Mays and Gary Grant. At that meeting the committee discussed ways of putting the action plan into effect. John G. wondered if historic district signage was a part of the action plan. The committee will place district signage as a part of the action plan and schedule a meeting with VDOT and the City Transportation Department early in the New Year.

Attraction Committee: Anne M. presented the attraction committee report. The committee has met and identified potential committee members and stakeholders. The committee will meet again to put together an action plan with these identified partners.

Hotel Committee: Anil P. reported that the hotel committee would meet at the beginning of the New Year as soon as the Holiday rush is over. Kevin C. will assist with the developing of goals and objectives of the hotel committee.

Restaurant Committee: Jimmy F. reported that the restaurant committee had put together an action plan (see attachment). The committee will meet again after the beginning of the New Year.

Budget Committee: The budget committee had a short meeting to discuss ways to best spend the marketing budget in a flat budget year. A revolving account has been set up and the ability for the Board to have fund-raisers to augment the tourism budget is in place. Phil M. asked if the board should put a fund-raising committee together. The board felt that the whole board should be involved as a group on any potential project. John suggested that a specific need should be identified for which funds could be raised to fill. The board decided to think about needs and ideas on how to raise funds and discuss at the next meeting.

New Business –

- The Tourism Board minutes are now available to the public via the City's website on the Parks, Recreation and Tourism page. The link is as follows:
<http://www.danvilleva.gov/departments.asp?menuid=2820&sub1menuid=2836&sub2menuid=2916>
- Kevin was to present an update on the tourism website visitation statistics but was unable due to time constraints. He will set up a demonstration of the website and the statistics related to visitation for the next Tourism Board meeting if possible.
- The AENC tradeshow in Raleigh went very well. The Institute, Tourism, Dan River Hospitality and Travel, VIR and the Painted Plate all attended and promoted the City and region as a great place to have a conference. Leads were generated and will be followed up on.
- The Welcome Center celebrated its 2nd Anniversary and the fact that over 100,000 visitors have come thorough the doors.
- The Tourism division played the lead role in landing three rugby tournaments to come to Danville in 2005.
- John informed the Tourism Board that Harvest Jubilee will be putting on next year's concert series and that the Welcome Center will be the ticket outlet for a possible four or five concert series.
- On January 31st, 2005 Anne Moore and Liz Sater will be presenting their Downtown Danville update to the Historic Society at the Danville Museum.

Old Business –

- Nothing to report under old business

The next Tourism Board meeting will be held on January 13th at 3:30 p.m. in the City Hall board Room.